



## OTTO DÖRNER

OTTO DÖRNER GmbH & Co. KG is one of the leading private companies in the fields of waste disposal, recycling, gravel and sand as well as landfills and soil remediation.

Employees: 1,200  
Customer since: 2017  
Solution: eLearning

*"The need for training that can be covered via eLearning is continuously increasing in our company. We want to include all employees in our eLearning offering, even those who are harder to reach."*

**Martin Mäser**  
Human Resources Development

# How we engaged blue-collar workers with eLearning

### The challenge

OTTO DÖRNER, a leading waste management and recycling company, faced the challenge of creating a continuous learning culture that included all employees, especially blue-collar workers. Access to mandatory training and promotion of continuous learning were critical to maintaining high quality standards and efficient operations.

To achieve this goal, OTTO DÖRNER needed a solution that was accessible, engaging and flexible for all employees, regardless of their work environment or role.

### The solution

Accordingly, we provided OTTO DÖRNER with an eLearning solution that is tailored to their needs.

- Mobile access: all employees can access eLearning content via different devices.
- Short, flexible units: Offering approximately 15-minute courses to fit employees' schedules.
- Interactivity: incorporating engaging elements to improve knowledge retention.
- Executive motivation: encouraging employees to participate in learning programs.
- Quizzing: motivating employees through fun, engaging learning experiences.

### The result

In summary, the implementation of an online eLearning tool has led to a continuous learning culture, resulting in better accessibility and ensuring equal learning and development opportunities for all employees. Increased participation has contributed to a more educated and knowledgeable workforce. The quality and efficiency of waste disposal and recycling have been improved, and OTTO DÖRNER's commitment to investing in its employees has become more visible, ultimately strengthening the corporate culture.

